

GOALS AND OBJECTIVES

The Kentucky Planning and Zoning Legislation, contained in Chapter 100.187 of the *Kentucky Revised Statutes*, includes a requirement that the Planning Commission and City Council shall adopt statements of goals and objectives. The statements shall serve as a guide for the physical development as well as the economic and social well being of the city.

FRAMEWORK

The establishment of community goals and objectives is an essential step in the comprehensive planning process for Murray and will provide the legal framework and documentation for supporting planning and development decisions by the Murray Planning Commission. The goals and objectives should address the major issues and concerns that are and will be affecting the City of Murray now and in the future.

Goal – A goal is defined as a general statement of a desired result. Goals establish the long-term end toward which land use programs and activities are directed.

Objective – An objective is a statement of a specific, measurable, intermediate end that is achievable and marks progress toward a goal. Statements on community objectives provide the official governmental guidance for achieving goals.

FUTURE LAND USE GOAL

To achieve a balanced pattern of land use that meets the needs of the population, stimulates physical, social and economic development, and protects the environmental well being of the community.

The City of Murray is seen as a place where people can:

- Provide shelter and meet the basic needs for themselves and their families.
- Provide equal opportunity to all people.
- Enjoy the beauty, safety, and security of our community.
- Become responsible citizens.
- Promote a community which is aesthetically attractive for residents, visitors, and potential investors.

Goal – Community Relations: *To improve, both locally and regionally, the interrelationships among citizens, government, community, education, and business.*

Objectives

- Encourage participation to enhance the community through citizen support, neighborhood groups, service by citizens on Boards and Commissions, government outreach programs including Fire and Police Academies, West Kentucky Night, and other civic organizations such as Character Counts, Leadership Murray, Leadership Tomorrow, Town & Gown, and CASA.
- Work toward better coordination of community development activities with County officials and representatives.
- Improve intergovernmental relations with county, state, and federal governments, the university, the Purchase Area Development District, and other agencies that promote Murray.
- To continue assisting Murray and Calloway County's elderly and people with disabilities to be more independent and to live a fuller life.
- Establish a monitoring system for the comprehensive plan to ensure that the goals and objectives are being pursued.

Goal - Economy: *To improve the local economy through a planning process that stresses retention, expansion, attraction, local initiatives, diversification, and quality of businesses and manufacturers.*

Objectives

- Support economic growth sponsoring entities such as the Economic Development Corporation, Chamber of Commerce, Murray Convention and Visitor's Bureau, Murray Main Street, and MSU Kentucky World Trade Center that would:
 - Encourage growth in the downtown business sector.
 - Utilize land for industrial development and continue recruiting new manufacturers.
 - Promote the use of the new Murray EDC Industrial Park on 641 North.
- Work with the educational systems in their effort to provide an educated, skilled work force.
- Prepare for the economic impact of HWY 80 and the widening of HWY 121 Bypass North by addressing annexation policies and zoning regulations.
- In accordance with our zoning ordinance and boundaries, establish more neighborhood businesses along the periphery of residential zoning districts (within buffer zones) that are of lower impact and limited to neighborhood residential convenience needs such as groceries, pharmacies, barber and beauty shops, and similar uses that contribute limited traffic into the area, while minimizing resident trips out of the neighborhood for purchases.
- Continue investigating sources of revenue that will provide for growing service demands, finance capital improvements, and close the gap of unfunded mandates.
- Support regional economic planning efforts; in particular the Regional Industrial Park to be located in Graves County.
- Consider incentives and other programs that would promote infill, redevelopment and community improvement.

Goal -Transportation: *Plan for the development and management of a transportation system that accommodates the various means of moving people and goods from place to place in a safe and efficient manner.*

Objectives

- Identify potential problem areas such as HWY 80 along 641 North and Brinn Road, N. 16th Street from Main Street to HWY 80, and the Five Points Intersection.
- Support efforts which encourage the construction of the HWY 68/80 bridges across Kentucky Lake and Barkley Lake.
- Coordinate efforts with state and local officials to work toward completion of projects identified in the Kentucky Transportation Cabinet Six Year Highway Plan.
- Identify intersections that need to be realigned.
- Continue to seek funding for state priority projects such as the Murray Business Loop, HWY 121 North Bypass North improvement project, and the HWY 641 South widening and improvement project.
- Establish a Strategic Traffic Management Plan that would expand cooperative efforts with KYTC regarding the 2008 Small Urban Area Traffic Study:
 - Maximize connectivity between existing and proposed developments so as to facilitate traffic flow throughout the city.
 - Continue a sidewalk maintenance program and expand our current sidewalk system in accordance with the Five-Year sidewalk improvement plan.
 - Establish suitable bikeways that ensure safety and promote bicycle travel through a bikeway improvement plan.
 - Reinventor or reclassify streets as necessary.
- Update subdivision regulations to ensure that residential developments are constructed with sidewalks.
- Support government efforts to improve upon the facilities at the Kyle-Oakley airport.
- To recognize the need for private railroad companies that will provide goods-movement services in areas where noise, pollution, accident and conflict potential with vehicular street traffic will be kept to a minimum while meeting required federal and state standards.
- Encourage the use of public transportation and provide fixed routes through the Murray Calloway County Transit Authority.

- Coordinate efforts with local authorities to avoid traffic delays and hazards at community events.
- Increase public awareness programs and support government sponsored initiatives that encourage alternative sources of fuel (or alternative forms of energy) for transportation.

Goal – Public Facilities and Services: *To improve the quality of life for all citizens by providing a wide range of services and facilities to include education, recreation, health/social, protective (fire, police, and emergency), infrastructure (water, sewer, streets, drainage), waste disposal, planning/code enforcement, and administration.*

Objectives

- Investigate expanding E-Government services and utilize internet capabilities that quickly process and deliver information. Consider the possibility of making Murray a “wireless city.”
- Enhance commercial and residential public safety services by:
 - Expanding the S. 16th Street fire station to a centralized public safety facility (police, fire, and 911 dispatch) that will better serve the southwest annexation area, Murray State University, and the downtown area.
 - Construction of a new fire station on HWY 641 North that will provide adequate coverage for residential, commercial, and industrial development.
 - Promote the safety of the community and a feeling of security among the residents as well as encourage citizen participation through programs such as the Citizen and Youth Police Academies.
 - Continue to update fire and police equipment by seeking state and federal funding through grants.
- Maintain government facilities so that they promote accessibility, efficiency, and safety for citizens and government employees.
- Secure library facilities and services that satisfy resident needs, including timely, helpful, and readily available services that are attractive, accessible, convenient, and provide continuing education to all.
- Enhance the City of Murray Park System by:
 - Continuing to seek funding for maintaining existing neighborhood parks and encouraging developers to dedicate land for the purpose of adding additional neighborhood parks in newly developed areas.

- Search for private land opportunities to expand the City Park System by citizens and private enterprise dedicating land, gifts, and through philanthropy.
- Continuing to look for alternative sources of revenue such as the leasing of government property for a narrow and limited range of commercial uses.
- Identify land in the Future Land Use Element of the Comprehensive Plan for expansion of the City Park System and designate land as either public or semi-public.
- Investigate the possibility of creating a Regional Park that will attract recreational leagues to participate in sporting activities.
- Continuously review and monitor city infrastructure services and practices (water, electricity, sewer, natural gas, telecommunications, sanitation, stormwater) to identify new ways to deliver these services in an efficient, cost effective manner while taking into consideration the impact of any new infrastructure.
- Provide for the safest and most efficient integration of cellular antenna towers for cellular or personal communications services within the community, primarily through private enterprise, but in cooperation with government.
- Provide adequate health care services and facilities to accommodate all citizen needs and continue to seek funding for health care expansion and facility improvement.

Goal – Housing: *To support a diversity of housing opportunities that provide adequate, safe, and affordable housing units for the citizens of Murray; and, to upgrade the quality and character of residential areas..*

Objectives

- Protect natural resources that enhance the quality and character of development.
- Upgrade the City’s landscaping requirements for buffer areas between residential and commercial uses.
- Inventory older homes and neighborhoods that need revitalization. Seek TIF funds, CDBG grants, or other funding mechanisms for neighborhood revitalization.
- Encourage renovation of older neighborhoods.
- Establish a historical district that encourages mixed uses with renovated buildings that will accommodate suitable living space.
- Support stricter enforcement of the Property Maintenance Code to help preserve neighborhood aesthetics.

- Update the City of Murray's subdivision regulations and zoning ordinance.
- Encourage a greater sense of community within the city's residential neighborhoods through the organization of neighborhood associations or similar groups, with emphasis on safety, beauty, and overall pride.
- Allow for a wide range of residential types and densities throughout the city while continuing to support programs that provide more affordable housing opportunities for single and multi-family homes.

Goal – Commercial, Industrial, and Agricultural Areas: *To recognize the need for a variety of commercial, industrial, and agricultural areas in our community that will provide the necessary goods and services while minimizing adverse effects on all other nearby uses.*

Objectives

- Improve the landscaping standards for site development.
- Adopt minimum standards for building design that will sustain and enhance community character.
- In accordance with our zoning ordinance and boundaries, establish more neighborhood businesses along the periphery of residential zoning districts (i.e. within buffer zones) that are of lower impact and limited to neighborhood residential convenience needs such as groceries, pharmacies, barber and beauty shops, and similar uses that do not attract much traffic into the area, but will minimize resident trips out of the neighborhood for their most frequent purchases.
- Avoid conditions and patterns that would create hazards in vehicular circulation.
- As urban expansion continues, secure additional agricultural lands and increase production accordingly, to offset the growing demands of food, raw materials, and other necessities of life.

Goal – Historic Preservation: *To protect and preserve Murray's historic sites and structures while promoting a better understanding of the significance of the city's historic places, people, and events.*

Objectives

- Update the current Architectural Review Board ordinance by establishing an overlay district in the zoning ordinance.
- Sites and structures shall adhere to Historic Preservation design guidelines as administered by the architectural review board.

- Support the Murray Main Street Master Plan by encouraging revitalization through rehabilitation of substandard buildings, removal of unattractive poles, wires, and signs that will make buildings, sidewalks, and other facilities in the downtown area more attractive, efficient, and convenient.
- Continue to seek state and federal funding for historical preservation.

Goal – Environment: *To protect the natural environment from further deterioration and to improve existing environmental quality.*

Objectives

- Continue to promote community outreach programs such as Make a Difference Day and Adopt-A-Highway that stress environmental protection.
- Encourage the use of green space for both residential and non-residential developments.
- Reduce forms of pollution and continue researching (and implementing) alternative sources of energy that decrease pollution.
- Review the need for adopting a policy to encourage the construction of public and commercial buildings according to “Green-Building” standards.
- Continuously review stormwater management practices so that site developments are designed to minimize the volume of stormwater runoff by requiring the use of porous pavement, detention facilities, or other dissipating mechanisms.
- In conjunction with Murray State University’s Community Recycling Center, establish a cooperative recycling plan.